

## Upcoming Events –

Holiday Mixer in Tucson: December 5, 2009 – 5:30/8:00 pm at Acaica, St Philips Plaza – register at [www.arizona.uli.org](http://www.arizona.uli.org)

Holiday Mixer in Phoenix: December 11, 2009 – 5:00/7:00 pm at AIA/ASLA Headquarters – register by emailing [danderson@azasla.org](mailto:danderson@azasla.org)

## Governance and Administration

- **Green roof visits still remain strong** even as the high season is winding down. Visitors have been from Washington, D.C., Seattle, Washington, and the UCLA Director of Horticulture. Tours continue this week with the **U.S. Surface Transportation Board**, based in Washington, D.C., and follow-up is continuing with the **U.S. Department of the Interior**, which is interested in doing more green roofs on its buildings.
  - **President Gary Scott, FASLA, and President-Elect Jon Mueller, FASLA**, were at headquarters last Thursday and Friday **for two days of planning meetings**. The officers met with EVP Nancy Somerville, Hon. ASLA, department directors, and program staff to review plans and priorities for FY 2010. A staff presentation by Scott about himself, family, and professional career as a landscape architect were also part of the agenda. Mueller attended the Sustainable Sites Initiative release reception at the U.S. Botanic Garden, while Scott participated in the kick-off meeting with the 2010 annual meeting host chapter. On Saturday, both Scott and Mueller participated in the Annual Meeting Education Advisory Committee meeting (see Publishing and Resource Development).
  - **Leadership Handbook web updates are complete**, including the [BOT page](#), [committee charge sheets](#), [Leadership Calendar](#), and [2010 Annual Operating Plan](#). Database/email updates for all leadership groups are also complete, which includes the ISGWeb [Leadership Directory](#). The directory updates from the database in real time so it always contains the latest contact information available. (Path from the home page is: [www.asla.org](http://www.asla.org) > About Us > Directories > Leadership Directory.)
  - **The Executive Committee conference was held on Tuesday, November 10**. The agenda included review of the Third Quarter Program and Operations report; selection of a sitting VP to serve on the annual EVP/CEO performance review committee; and review and discussion of draft *Landscape Architecture* magazine editorial policies and mission statement.

## Government Affairs

- **Last week, ASLA released a resource guide, [Economic Stimulus Opportunities for Landscape Architects](#), which outlined available federal stimulus projects that landscape architects and other design professional may find beneficial**. The guide specifically outlines opportunities in transportation, water management, sustainable design and government procurement. The guide also details stimulus-related Small Business Administration (SBA) loans for eligible businesses. Chapter members are encouraged to review the guide to learn about any possible stimulus-related opportunities.

- ASLA has joined with Transportation for America, Rails to Trails Conservancy, the Trust for Historic Preservation, and other groups in sending a letter to U.S. Senators about the **Transportation Enhancement (TE) program**. The letter, in response to a [Senate amendment to the Transportation Appropriations bill that would have eliminated funding for TE](#), is designed to update Senators on the many benefits of the program and to urge their support for continuing the program.

## Public Relations and Communications

- The **Sustainable Sites Initiative** won the [Washington Business Journal's Green Business Award](#) for Education/Outreach. The entry beat out several high profile finalists, including the World Wildlife Fund. Staff are preparing for the launch of the rating system on November 5, including the creation of USB flash drives loaded with news releases, images, case studies, fact sheets, and other information related to the Initiative.
- In writing about the problems on the National Mall, the [Washington Post interviewed Angela Dye, FASLA](#), on ASLA's [efforts to revive the Mall](#). Former senator and **Honorary ASLA member Bob Graham** also mentioned ASLA in talking about his new book with the [St. Petersburg Times](#).
- The [ASLA Green Roof Education section](#) of the website **more than doubled the typical amount of traffic this month**. The bump in traffic also coincides with the start of the 2009 school year, suggesting that the education guide is being increasingly used by teachers and students.
- The **new rating system for the Sustainable Sites Initiative** was launched during a press conference and later a reception at the US Botanic Garden on November 5. Staff secured major coverage in [USA Today](#), [Washington Times](#), [WTOP radio](#) (the most popular radio station in Washington, DC with over 400,000 listeners each hour), [WUSA9](#), [Building Design + Construction](#), [Multiple Reed Business Publications](#) like *Professional Builder*, *Professional Remodeler*, and *Custom Builder*, [Green Industry Pros](#), [Green Bang](#), [Landscape Design News](#), with future coverage anticipated in *Engineering News Record*, *Green Business Quarterly*, *GreenSource*, *Environmental Design and Construction*, and *Eco Structures*, among others.
- **ASLA has been awarded a \$25,000 grant from the National Endowment for the Arts** to develop an educational component within the new online subsite, "Designing Our Future: Sustainable Landscapes."

## Publishing and Resource Development

- **The results of the post-annual meeting surveys have been sorted:**
  - Thirteen percent (647) of **attendees** responded to the survey. Most are landscape architects/designers in private practice (60 percent), ages 36 or older (72 percent) and have been in practice 10 years or more (72 percent; 52 percent have been in practice 21 years or more). For 24 percent of attendees, Chicago was their first annual meeting; 56 percent attended in 2007 (San Francisco) and 54 percent attended in 2008 (Philadelphia). The top five reasons for attending were: education session topics; location; networking; education session speakers; and EXPO. The best rated events of the meeting were (in order): EXPO; Information Desk; Bookstore; Saturday's general session with Mayor Daley; and the Alumni Reunion. This data is very close to the 2008 post-meeting attendee survey. However, the number of attendees paying their own travel, hotel, and registration expenses (as opposed to employers paying) rose by

approximately 10 percent over 2008. The 2009 attendees also spent more time in the EXPO than in 2008 (83 percent spent more than one hour in 2008; 94 percent spend more than one hour this year). Overall satisfaction with the meeting increased in 2009 with 84 percent of attendees rating it “Good” to “Excellent,” up from 79 percent in 2008.

- Eight percent (943) of **non-attendee** members responded to the survey. The practice type, age, and experience are virtually the same as the attendees. Approximately one-third (34 percent) have never been to an annual meeting; 35 percent attended in 2007 (San Francisco); 30 percent in 2008 (Philadelphia). More than half (51 percent) cited “cutting costs because of the economy” as the reason they did not attend in 2009. When asked what could persuade them to attend the 2010 annual meeting, 22 percent said “reduce costs” and six percent said “nothing, I am already planning to attend.”
- Twenty-one percent (83) of **exhibitors** responded to the survey. Twenty-eight percent were first-time exhibitors. Nearly 90 percent of the returning exhibitors participated in 2008 (Philadelphia); 77 percent participated in 2006 (Minneapolis) and 72 percent participated in 2007 (San Francisco). Exhibitor satisfaction with booth traffic increased over 2008 in terms of both quantity of leads (66 percent rated it “Good” to “Excellent”—17 percent higher than in 2008) and quality of leads (85 percent “Good” to “Excellent”—two percent higher than in 2008). Other major meetings in which our exhibitors participate include: AIA (24 percent); USGBC Greenbuild (21 percent); NRPA (12 percent). Overall satisfaction with the ASLA EXPO rose this year over last with 87 percent saying they were “Extremely Satisfied” or “Satisfied” as opposed to only 80 percent in 2008.
- **All three surveys bode well for 2010 and beyond:** Both attendees and non-attendees rank Washington, DC, as the second most popular annual meeting destination out of 14 cities on the surveys, while exhibitors rank it at the very top of the list. With the exception of Phoenix, all future annual meeting cities ranked in the top five for all three groups surveyed. September and October are the top meeting months and the meeting pattern of Friday through Monday is popular as well.
- **Planning has begun for the 2010 annual meeting, September 10-13, in Washington, DC.** The host chapter volunteer kickoff will take place on November 5 and more than 50 local members have indicated they will attend. Department staff met with host chapter co-chairs **Karen Kumm Morris, ASLA**, and **Rob Tilson, FASLA**, yesterday to prepare for the meeting. The **Annual Meeting Education Advisory Committee** will meet next weekend in Washington to plan for the Call for Presentations.
  - Department staff met with Government Affairs staff to discuss **ways to highlight government affairs programs and public officials throughout the 2010 annual meeting and EXPO.**
  - The **Annual Meeting Education Advisory Committee met last weekend in Washington, DC**, to plan for the call for presentations for the 2010 annual meeting and EXPO. The call for presentations will be sent to all members and allied organizations on December 9 to encourage submissions. The deadline will be January 27.

### Member and Chapter Services

- The [Chapter Leaders webpage for 2009-2010](#) has been updated. The Chapters have been advised to review and forward any updates.
  - **Today's membership total is 16,702 (see breakdown).**

Member Category	Total
Affiliate ASLA	761
Associate ASLA	1,516
Corporate ASLA	180
Full Member	10,286
Full-Fellow	636
Honorary ASLA	119
International ASLA	184
Student Affil ASLA	472
Student ASLA	2,548

16,702

- On November 2, **membership renewal reminder emails** were sent to the **415 members with an August 31 expiration date** (their 90-day grace period concludes on November 30), **663 members with a November 30 renewal date**. Email notices to the **357 members with a July 31 expiration date** (their 90-day grace period concluded on October 29) and **582 members with an October 31 renewal date** on October 26.
- **Database updates** included editing/creating **Emeritus categories** per the revised Emeritus bylaw (beginning Jan 1, 2010); **editing Crystal Reports** (dues invoice template) with revised PPN name; creating the **October 2009 historical file**; and designing a script to **update 1,537 member records** with Firm Principals.

#### Deadlines and Reminders

- Dates for the **Midyear 2010 meeting have been set for April 28-May 1**. The meeting will be held at the Grand Hyatt in D.C.
- Chapters are encouraged to submit their **LandOnline Chapter Chat items** (e.g. events, partnerships, accolades, etc) to ASLA Public Relations Manager Jim Lapidés; e-mail, [jlapides@asla.org](mailto:jlapides@asla.org).
- The [Leadership Calendar](#) can be accessed on the web.